

## **REMARKS**

Claims 1 and 3-14 are the claims currently pending in the present Application.

Independent claims 1 and 6 are amended to restore them to their state prior to amendment.

### ***Rejection of Claims 1 and 3-14 under 35 U.S.C. §103***

Claims 1 and 3-14 are rejected under 35 U.S.C. §103 as being as being obvious from Schena et al. U.S. Patent No. 6,546,418 and Dougherty et al, U.S. Patent No. 6,587,859 in view of the Official Notice taken. This rejection is traversed.

An object of the present invention is to provide a portable information terminal apparatus that can readily input a URL written on a printer matter, and obtain contents based on inputted URL to be displayed, such that the device is convenient for portage (Page 3, lines 7-11).

Claim 6 requires “reading an image on said printed publication and storing said image in a memory”, “extracting said contents locating information from said image” and “displaying said image stored in said memory as a bookmark image.” Claim 1 requires analogous features. Accordingly, such features enable a user to enjoy the convenience of using the scanned image as a bookmark. This achieves an object of the present invention by facilitating users to correlate a given article or image with the bookmark.

Schena is directed to bride the gap between the virtual multimedia-based Internet world and the physical world of tangible object media (Abstract). The Examiner

cites Schena, Column 10, lines 7-10, 43-47, and alleges that the cited reference discloses scanning the codes for immediate or delayed processing or for reference and that the links may be collected, sorted and prioritized (Office Action, page 2). Schena discloses scanning encoded information from the embedded codes 10 and uploading these codes to the portal server 200 which may be what the Examiner alleges as corresponding to the contents server 101 of the present invention. However, Schena does not disclose or suggest that an image is used later as a bookmark at an information terminal apparatus.

Dougherty discloses an encoded physical medium which has a Linkmark and an instruction mark. A machine readable operating instruction is encoded within the instruction mark of which instruction is executed by a computer, when decoded (Abstract). The Examiner cited Dougherty, Abstract, Column 4, lines 54-67, and Column 5, lines 1-6, and alleges that the cited reference discloses scanning physically printer code in a publication whereby scanning the code with an optical scanner directs the user to a website for more information. Dougherty discloses that information encoded on the Linkmark may include a uniform resource locator (URL).

However, Dougherty does not disclose or suggest that the scanned image is to be displayed as a bookmark. The Examiner alleges that it would have been obvious to one of ordinary skill at the time of the invention to have displayed such image-embedded "multicon linkmarks" on the display so that the suggested collection of stored bookmarks could be identified and selected for future reference (Office Action, page 3). Applicant respectfully submits that this constitutes impermissible hindsight reconstruction, because Dougherty aims to accomplish a more intuitive interface like graphically displayed Linkmark as shown in Fig. 10. This is evident from the description

that ultimately the interface itself should disappear from the conscious thought of users so that they can intuitively accomplish their goals without concern about the mechanics of the interface or the underlying operation of the computerized system (Column 2, lines 46-50). If one of ordinary skill aims to accomplish a more intuitive interface (or interface disappearance), he or she should not consider displaying an image that includes access destination information. Therefore, it is respectfully submitted that Dougherty, which aims to achieve an intuitive interface, teaches away from the present invention.

For at least the reasons set forth in the foregoing discussion, Applicant believes that the Application is now allowable and respectfully requests that the Examiner reconsider the rejections and allow the Application. Should the Examiner have any questions regarding this Amendment, or regarding the Application generally, the Examiner is invited to telephone the undersigned attorney.

Respectfully submitted,



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